Mobile Application Development

Individual or team Event

Regulations

- *Refer to National Competitive Event Guidelines for description and procedures.*

Eligibility

- Each local chapter an individual or a team of two (2) or three (3) members.
- No more than one (1) team member may have competed in the event at a prior NLC or have competed more than two (2) years at the national level.
- No more than one member in a team of two or two members in a team of three may be substituted should circumstances arise that warrant the substitution.
- Between the RLC and SLC, or between the SLC and NLC, in the case of an unforeseen situation, one (1) team member may be substituted with the approval of the State Office. Failure to discuss this change with the State Office could result in team disqualification.
- The solution must run standalone with no programming errors.
- May use of the following platforms to develop the mobile application: Google's Android™, Apple iOS™ or Microsoft Windows Phone™.
- The application may not be deployed as a web application delivered over HTTP.
- The application may deploy from a smartphone, tablet, or both, but must be smartphone deployable.
- The application must be presented to the judges (projection equipment may be used).
- The application need not be available for download from a digital-distribution multimedia content service such as Google Play™, Apple Store, or Microsoft.
- The prejudged submission must include the source code and screen shots of the GUI in PDF format for review.
- Program produced for this event must be prepared by the participant(s) without help from other programmers or teachers.
- Visual aids and samples related to the project may be used (including a mobile device with the App loaded); however, no items may be left with the judges or audience.

Procedure

The 2014 topic will be *(National Mobile Application Development Topic revised 8/15/2013 as displayed below):*

Your adviser wants to help prepare members for the NLC competition in the chapter's three subject areas that the members struggle with, and has asked for your help. Your adviser thinks a mobile application that combines a game, social media, and the opportunity for academic advancement through social networking and peer support will motivate and encourage members to improve in competition. Include a reward system built into the App with prizes based on point levels. The App should link to either Facebook or Foursquare to allow check---in functionality with location services.

Create an App for one of the following subjects:
• Business Communication
• Introduction to Information Technology
• Management

Members will share their current level of expertise in one of the given subject areas to include:
• I'm an expert and I want to help people!
• I'm doing okay and I don't need help – but I'm not confident enough to help others
• I need help
• I need a tutor because–I just can't get the hang of this subject

Members earn points in the following ways (App Developer to determine points earned for each accomplishment):

Wisconsin FBLA Event Guidelines
• *Bravery Points (first time asking for help)*
Mobile Application Development – **Continued**

• *Help Requested Points*
• *Help Given Points*
• *Tutoring Provided Points*
• *Teacher Study Session Points*
• *Additional Points as determined by the App Developer*

The App should also give members the ability to share tips, tricks, and study resources with fellow App Users. Points could be awarded for tips that are appreciated by other users. The Developer is welcome to add additional challenges and point earning opportunities.

Administration of Events

RLC	SLC
No RLC counterpart.	2 DVD containing the executable object, data, program documentation (including but not limited to, execution instructions, system requirements, and text files for all program code—and support files needed to run the executable file) must be received by the State Office by the **first Wednesday in March.**
	The prejudged submission must include the source code and screen shots of the GUI in PDF format for review.
	The DVD must be labeled with the name of the event, state, participant and school.
	The top 8 finalists based upon prejudged submissions will present a seven minute oral presentation at SLC. Finalists and schedules will be posted at SLC, not before.
	Five minutes will be allowed for the setup of equipment. Each individual must provide their own computer and projection device for the presentation including a copy of the program.
	The application may deploy from a smartphone, tablet, or both, but must be smartphone deployable.

	Top 8 finishers will participate in a seven minute presentation to describe the program, address copyright laws, explain development software used, and explain features and functionality. Following the presentation, judges will conduct a three (3) minutes question-answer session.
	Oral presentations may only occur at SLC if there are 10 or more competitors in this event. Individual schools will be contacted after the **first Wednesday in March** to notify competitors if a performance will be required at SLC.
	Top THREE finishers advance to NLC competition.

Teams will have seven (7) minutes to present the case to describe the program. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.

Following the presentation, judges will conduct a three (3) minute question-answer period.

Judging
- All decisions of the judges are final.
- The rating sheet(s) the judges will use are found in the Wisconsin Competitive Event Guidelines.

FBLA MOBILE APPLICATION DEVELOPMENT
Production Rating Sheet

❑ **Preliminary Round**   ❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Program Usability and Support					
Downloadable to mobile device and functional on iPhone, Android, or Microsoft Windows Phone	0	1–3	4–7	8–10	
Instructions clear and application can be loaded on phone	0	1–3	4–7	8–10	
Game Concept & Design Evaluation					
Fully addresses concept and topic	0	1–5	6-10	11-15	
Graphics are appropriate and consistent for concept and age group	0	1–3	4–7	8–10	
Incorporates social media elements as appropriate to topic	0	1–3	4–7	8–10	
ICON in store or on phone after downloaded is consistent with application	0	1–3	4–7	8–10	
Buttons within application include the landing page (index), a technical support button and at least one other button	0	1–3	4–7	8–10	
Errors did not crash application	0	1–3	4–7	8–10	
Code is well written and logically designed	0	1–5	6-10	11-15	
Subtotal					**/100 max.**

Penalty Points Deduct five (5) points for not adhering to guidelines (maximum of fifteen [15] points):
☐ 2 copies of media not received ☐Statement of Assurance not received ☐Media labeled incorrectly

Final Score (add total points and report score)   **/100 max.**

School: _____   State: _____

Judge's
Signature: _____   Date: _____

Judge's
Comments:

FBLA MOBILE APPLICATION DEVELOPMENT
Performance Rating Sheet

❑ **Preliminary Round**   ❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describes the scenario	0	1-2	3-4	5	
Describes the planning process used to design the application	0	1–3	4–7	8–10	
Describes application documentation	0	1-2	3-4	5	
Describes input/output and application parameters	0	1–5	6-10	11-15	
Describes how the application flows	0	1-7	8-14	15-20	
Describes application template or structure	0	1–5	6-10	11-15	
Describes the usefulness of the application	0	1–3	4–7	8–10	
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation over seven (7) minutes					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow directions					
Total Score (add total points and report score)					**/100 max.**
Prejudged Score					**/100 max.**
Final Score (add total points and prejudged score)					**/200 max.**

School: _____   State: _____

Judge's Signature: _____   Date: _____

Judge's Comments: